



**FOR IMMEDIATE RELEASE**

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**Saint Lucia Tourism Authority Launches its New Interactive Website**

**CASTRIES, Tuesday, February 5, 2019-** The Saint Lucia Tourism Authority (SLTA) has launched its new website [www.stlucia.org](http://www.stlucia.org). The new site, which features a fusion of video and images, captures iconic sites around the island.

The website ensures that the SLTA remains relevant and at the cutting edge of our technology. It includes new features such as a more user-friendly interface and simplified search capabilities. Visitors to the site will now be able to search for tourism operators, activities and accommodations by classification and location. Additionally, viewers will be able to sort and search our in-depth Soleil Summer Festivals calendar of events.

The SLTA anticipates that the upgrades made and new features added to the website will drive more traffic to its homepage over the course of 2019.

Acting Chief Executive Officer at the Saint Lucia Tourism Authority, Mrs. Tiffany Howard said; "With many travelers researching and planning for their vacations online, the new website will substantially improve our internet visibility. The site will also assist the SLTA with marketing and promotional efforts in the foreign markets. As the World's Leading Honeymoon Destination our romance offerings are also prominently featured on the site."

Over the next few weeks, the SLTA will continue to develop the site with exciting new features, including viewing in other languages and adding more information and content.

The SLTA is the official destination marketing and promotion organization for Saint Lucia and proudly represents markets that include the USA, UK, Canada, France, Germany, The French Antilles and the Eastern Caribbean.

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For more information about the island of Saint Lucia, call 1-800-456-3984, or 1-888 4STLUCIA or visit <http://stlucia.org/>.

## **About Saint Lucia**

One of the Windward Islands of the West Indies' Lesser Antilles, Saint Lucia (pronounced Saint LOO-sha) is nestled halfway down the Eastern Caribbean archipelago. The "Helen of the West Indies," Saint Lucia is known for its natural beauty and diverse attractions, including the signature Piton Mountains - a UNESCO World Heritage Site - a tropical rainforest and one of the world's few drive-in volcanoes.

Culturally rich offerings include the bustling marketplace in the capital of Castries, quaint fishing villages along the coastline, and the annual Soleil Saint Lucia Summer Festival. Saint Lucia's wide range of accommodations includes world-class five-star resorts, all-inclusive resorts, intimate inns and value-oriented properties. Saint Lucia is also home to world class cruise and yachting facilities. The island is continually recognized as one of the leading Wedding and honeymoon destinations worldwide.

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